

MULTIMEDIA ADVERTISING METHOD USING AN ACROSTIC PUZZLE

ABSTRACT

The interactive acrostic puzzle of this invention is designed to attract players who can compete for prizes or awards while they are made aware of services and/or products offered for sale. The puzzle is designed for play on computer-based devices or interactive television, with optional pictorial animation, optional sound effects, and a system of scoring based on assigning values to the letters of the alphabet. When all the clues have been successfully solved, a quotation appears in a grid using the same letters rearranged. That quotation can be derived from a book or other source that is for sale. In individual play or competition over a computer network, a player seeks to achieve the highest score by first entering letters into spaces adjacent to a column of clues. Then, as the words of a quotation begin to form in the grid, the player can enter additional letters directly into the grid. Some or all of these clues can be associated, through words or pictorial elements, with services or products that are for sale. As a television game show, the puzzle of the invention may be played, according to rules devised by the promoters of the game show, by several players, including one or more outside the studio, participating by means of their home computers or other appropriate devices. In addition to conventional commercials interspersed between rounds of the game, this mode can also serve a marketing function in the same ways as are otherwise available.